

Premier League - East End Lions vs Wusum Stars

DATE: Sunday, January 18, 2026
LOCATION: Makeni, Northern Province, SL

Event Description

Premier League - East End Lions vs Wusum Stars is a premier sports event in Makeni. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 56/100

Expected Attendance: 2,000 people

Event ID: KRjk7Q8rM4xpmGDfke

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 800 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.